



Fundraise for GenderCool

Thank you for your interest in supporting GenderCool with a fundraising campaign! Your fundraiser would help GenderCool continue its life-changing work to change misinformed opinions about transgender and nonbinary youth.

This document includes all the information you need to exceed your fundraising goals. These suggestions are what we've seen to be most effective from other successful fundraisers with GenderCool as the beneficiary. Some ideas are quick to implement, while others take more planning. Whatever you choose to do, know we are thankful for your support. Every little bit helps, no matter how much.

1. Hosting Your GenderCool Watch Party
2. Ride, Walk, or Run to Raise Funds!
3. Youth Empowerment Drive
4. Simple and Powerful Fundraisers





Hosting A GenderCool Watch Party

Hosting a watch party fundraiser spreads the Champions' message to more people. In June 2023, six GenderCool Champions and their families starred in an hour-long ABC special, "Our America: Who I'm Meant to Be," to share their experiences as transgender kids today. It's available at the link in this document or on Hulu. Share this moving, meaningful program with your social circles, and help the GenderCool Project continue to push back against misinformed, hurtful narratives

If you want a shorter piece to share, check out [GenderCool's educational and inspiring Champion video collection](#). Whether virtual or in-person, your watch party will help build a world where all young people can thrive.

Pre-Event Planning

Suggested Timeline

2-4 weeks of planning

Use this time to answer the following questions about your watch party.

- Decide if your event will be in-person or virtual.
- Choose a date to host your watch party.

- Reach out to GenderCool at give@gendercool.org to set up your fundraising page.
- Send out invitations.

- Host the event and encourage attendees to donate.
- Follow up by thanking your donors for their support.

Tips

Share Your Motivation

Maybe your guests want to donate but have questions about GenderCool or don't know what motivated you to support us. Remember the feeling when you first heard about GenderCool? Sometimes, sharing your passion and what drives you can empower others to follow your lead.

Start A Conversation

For those who don't know much about transgender and nonbinary youth, the Champions special may bring up some questions. Invite guests to stay after the watch party to share their thoughts. These conversations are where change happens.

Don't Do It Alone

Hosting a watch party can be daunting, but you don't have to do it alone. Invite one or two of your close friends to help you plan. Asking for donations is also more successful with a group of dedicated fundraisers to share our mission.

Make a Fundraising Goal

Asking for money can be daunting. Having a goal can make it easier. Use your watch party's fundraising goal to motivate your guests to support our mission!

Necessary Materials and Software:

- Flyer including
 - The date, time, and location of your watch party
 - Information about GenderCool
 - Internal point of contact for the fundraiser
- Fundraising page created by GenderCool

[Fill Out Our Form to Start Planning Your Fundraiser!](#)

[Watch "Our America: Who I'm Meant to Be" Here](#)



Ride, Walk, or Run to Raise Funds

A ride, walk, or run for GenderCool allows a small group of passionate supporters to share the Champions' story while raising funds to support our work. During this fundraiser, you and your team will gather donations by encouraging supporters to pledge a fixed amount for each unit of distance traveled. For example, if a supporter pledges \$10 per mile and your team walks 5 miles, that is \$50 towards your fundraising goal!

Example Run of Show

12:30pm

Walkers arrive and get prepared for the walk.

1:30pm

Attendees arrive to watch the walk. Your team will tell attendees where to stand to cheer on the walkers.

2:30pm

Walk starts. It is important to capture images/videos of the event.

3:30pm

Walk ends. Don't forget to thank the walkers and attendees!

Pre-Event Planning

Suggested Timeline

This time can motivate your fundraising team and your community. Meet with your team regularly to discuss pledges, progress toward your fundraising goal, and solidify the event logistics. In addition to determining the time, date, and location - your team should decide how to share the event with your supporters.

Communication During Your Event

Keep your supporters updated during the event! Invite in-person supporters to cheer on your team, stream the event for virtual attendees, and share videos/pictures on social media afterward.

Necessary Materials and Software

Flyer including:

- The start and end date of the campaign.
- The date and time of the event.
- Length of the walk, run, or ride.
- Information about GenderCool.
- Internal point of contact for the fundraiser.

Fundraising page created by GenderCool.

Fill Out Our Form to Start Planning Your Fundraiser!



Family Fundraising Ideas

As a youth-led organization, we know that kids love to help! Young people are the key to moving progress forward, and including their support system is a great way to encourage lasting change. The following activities will educate families about philanthropy and GenderCool's mission.

Types of Youth Empowerment Drives

"Are you smarter than a fifth grader?" trivia nights: Put together a list of questions a fifth grader can answer. Then, host a trivia night where your community competes with your young people. To attend the event guests purchase an admission ticket, and they are welcome to make an additional donation. In addition, if you host this event at a restaurant, you may ask if they would consider donating a portion of their proceeds that evening to GenderCool.

Game for GenderCool: If your family enjoys sports or games, hold a game or tournament for GenderCool! Participating families can ask people to pledge gifts based on performance, such as how many goals were scored! Kids will learn, play, and engage in their community!

Read-A-Thon: During a read-a-thon, kids will be encouraged to read. You can ask their friends and families to pledge a donation for each page read. Motivate the kids by having an incentive for the top readers!

Pre-Event Planning

Suggested Timeline

4-6 weeks of planning

Use this time to determine:

- What will motivate your families.
- Which fundraising idea works best for your families schedules and commitment level.
- The best time and date for your fundraiser.
- How to engage parents and guardians.
- How to educate your families about GenderCool's mission.

Necessary Materials and Software

Flyer including:

- The start and end date of the campaign.
- Information about GenderCool.
- Internal point of contact for the fundraiser.

Fundraising Page created by GenderCool.

Other Tips:

- Start early to engage parents, guardians, and other supporters in the fundraiser. Sending out flyers or emails to supporters is crucial! Let them know who GenderCool is, share information about the fundraiser, and ask them if they want to be involved.

Fill Out Our Form to Start Planning Your Fundraiser!



Simple and Powerful Fundraisers

This page has fundraisers that are quick, simple, and powerful motivators for your community. While the previous pages have more extensive ideas, these fundraisers require less planning time and fewer resources.

SpareChange for Change

You can align with a great cause as a local independent business owner by rounding up weekly proceeds for GenderCool. You'll be making a difference while doing what you do best. If you don't own your own business, pay attention to local restaurants and retailers that support nonprofits with similar initiatives, and tell them about GenderCool as an option for their next nonprofit to support.

Dinner for A Cause

A dinner party with your closest friends and family can be a life-changing fundraiser. By sharing the Champions stories in a smaller group, your attendees will be more comfortable having honest conversations that ignite change. Choose a location, and send invites that let guests know this is a fundraising event. To support your fundraiser, GenderCool provides a kit of videos and information sheets that can provide a structure for the evening and guide you through making the fundraising ask.

Trivia Night

Host a fun trivia night virtually or at home with friends and family, or partner with a local establishment to unite your community. Setting a "buy-in" for each trivia team makes the fundraising ask easy! We can provide a few trivia questions about GenderCool to supplement the trivia questions you select that match your group. Trivia nights are a fun way to raise funds and increase awareness!

Host A Raffle

Hosting a raffle is a great way to engage attendees. Contact local businesses, friends, family, and neighbors to request donations, promote your raffle, and sell tickets. A raffle is a simple yet effective fundraising ask that can motivate your community.

Community Cleanup Sale

Spring cleaning? Organize a garage sale! You can invite your friends and neighbors to clean their basements and garages for a good cause. After the garage sale, you can donate some or all of the proceeds to GenderCool. You'll clean out your home and connect with your community while supporting our work.

If you are interested in hosting any of these fundraisers or have another idea, we have resources available to support you! Email us at give@gendercool.org.